

WHAT IS CLAIMED IS:

1. An electronic information content distribution processing system of distributing electronic information contents containing an advertisement, and processing electronic information contents at the user side, said system comprising:

an information distribution apparatus for distributing said electronic information contents to a user; and

a plurality of information processing apparatuses for receiving and storing the electronic information contents distributed from said information distribution apparatus, reading out said electronic information contents according to operation of said user, and processing the electronic information contents, and then, outputting an advertisement video image and audio.

2. An electronic information content distribution processing system as claimed in claim 1, wherein said electronic information contents contain video image element information and audio information concerning advertisement whose information can be operated by said user; and program information for processing these items of information.

3. An electronic information content distribution processing system as claimed in claim 1, wherein there is provided an advertisement specific channel for distributing only the electronic information contents concerning said

advertisement.

4. An electronic information content distribution processing system as claimed in claim 1, wherein said electronic information contents are provided so as to be distributed using existing broadcasting infrastructure or communication infrastructure.

5. An electronic information content distribution processing system as claimed in claim 1, wherein, in the case of using said broadcasting infrastructure, at least broadcasting information contents concerning an arbitrary broadcasting program and electronic information contents concerning said advertisement are constructed in a group of data, and the data are transmitted to be multiplexed in a vertical blanking period of a television broadcast signal adopted at said broadcasting infrastructure.

6. An electronic information content distribution processing system as claimed in claim 1, wherein said information distribution apparatus is provided so as to distribute the electronic information contents concerning said advertisement through said advertisement specific channel assigned in advance.

7. An electronic information content distribution processing system as claimed in claim 1, wherein said information processing apparatus comprises:

user interface allowing operation input concerning

said electronic information contents to pass through;

a receiver for receiving said electronic information contents;

a non-volatile storage device for the electronic information contents received by said receiver; and

a control device for reading out the electronic information contents from said storage device according to the operation input passed through said user interface, and information processing said electronic information contents, thereby displaying and controlling an advertisement video image.

8. An electronic information content distribution processing system as claimed in claim 1, wherein, in the case where broadcasting information contents concerning an arbitrary program and the electronic information contents concerning said advertisement are transmitted to be multiplexed by an existing broadcasting infrastructure said information processing apparatus displays, an advertisement video image based on said electronic information contents prior to displaying said broadcasting information contents.

9. An electronic information content distribution processing system as claimed in claim 8, wherein, when the display of said broadcasting information contents is terminated, said information processing apparatus displays said advertisement video image.

10. An electronic information content distribution processing system as claimed in claim 8, wherein, when said advertisement video image is displayed, said information processing apparatus executes a control program so as to select whether to set a mode for displaying said broadcasting information contents or a mode for continuously displaying said advertisement video image.

11. An electronic information content distribution processing system as claimed in claim 1, wherein said information processing apparatus processes said electronic information contents, and displays an advertisement video image that consists of a three-dimensional video image.

12. An information distribution apparatus for distributing electronic information contents containing an advertisement to a user, said apparatus comprising:

a data inserter for constructing the electronic information contents concerning said advertisement in a group of data, and inserting the contents into a carrying signal; and

a transmitter for transmitting the carrying signal produced by constructing and inserting the data into said data inserter to a user's information processing apparatus.

13. An information distribution apparatus as claimed in claim 12, wherein said data is distributed by using existing broadcasting infrastructure or communication infrastructure.

14. An information distribution apparatus as claimed in claim 12, wherein said data is provided so as to be transmitted after multiplexed in a vertical blanking period of a television broadcast signal adopted by said broadcasting infrastructure.

15. An information distribution apparatus as claimed in claim 14, wherein said data inserter is provided so as to construct and insert the electronic information contents concerning said advertisement and broadcast information contents concerning an arbitrary program in a group of data.

16. An information distribution apparatus as claimed in claim 12, wherein said electronic information contents are provided so as to be distributed to a user through a advertisement specific channel assigned in advance.

17. An information distribution apparatus as claimed in claim 16, wherein video image element information and audio information concerning a plurality of advertisements whose information can be operated; and program information for processing these items of information are provided so as to be distributed by using said advertisement specific channel.

18. An information processing apparatus for information processing electronic information contents containing an advertisement, said apparatus characterized by comprising means for receiving and storing said electronic information contents, reading out said electronic information

contents according to a user's information operation, and processing the electronic information contents, and then, outputting an advertisement video image and audio.

19. An information processing apparatus as claimed in claim 18, comprising:

an operating unit operated in order to provide operation input concerning said electronic information contents;

a receiver for receiving said electronic information contents;

a non-volatile storage device for storing the electronic information contents received by said receiver; and

a control device for reading out electronic information contents from said storage device according to operation input provided by said operating unit, and information processing said electronic information contents, thereby displaying and controlling an advertisement video image.

20. An information processing apparatus as claimed in claim 19, wherein said apparatus causes said storage device to download a plurality of said electronic information contents distributed through an advertisement specific channel.

21. An information processing apparatus as claimed in claim 19, comprising means for reading out electronic information contents concerning an arbitrarily selected advertisement from electronic information contents

concerning a plurality of the advertisements downloaded on said storage device, and reproducing an advertisement video image and audio based on said electronic information contents.

22. An information processing apparatus as claimed in claim 19, wherein said control device processes said electronic information contents, and displays and controls an advertisement video image that consists of a three-dimensional video image.

23. An information processing apparatus as claimed in claim 20, wherein a priority is set to the electronic information contents downloaded from said advertisement specific channel, are displayed.

24. An information processing apparatus as claimed in claim 23, wherein an advertisement video image in which said priority is set is displayed prior to displaying an priority video image in which said priority is not set.

25. An information processing apparatus as claimed in claim 23, wherein that an advertisement video image in which said priority is set is displayed after terminating the display of an advertisement video image in which said priority is not set.

26. An information processing apparatus as claimed in claim 23, wherein, when an advertisement video image in which said priority is set is displayed, said apparatus executes

a control program such that an arbitrary electronic information content is selected from among the electronic information contents concerning a plurality of said advertisement.

27. An information processing apparatus as claimed in claim 19, wherein, in the case where video image element and audio information concerning an advertisement whose information can be operated in said electronic information contents; and program information for processing these items of information are contained, electronic information contents downloaded on said storage device are read out, the video image element information and audio information are processed based on said program information, thereby reproducing an advertisement video image and audio.

28. An information processing apparatus as claimed in claim 19, wherein, in the case where said electronic information contents are received from an existing broadcasting infrastructure, the electronic information contents transmitted in a vertical blanking period of a television broadcast signal adopted by said broadcasting infrastructure are downloaded on said storage device.

29. An information processing apparatus as claimed in claim 28, wherein, in the case where broadcasting information contents are received from said broadcasting infrastructure, an advertisement video image is displayed

based on said electronic information contents prior to displaying said broadcasting information contents.

30. An information processing apparatus as claimed in claim 29, wherein, when the display of said broadcasting information contents is terminated, said advertisement video image is displayed.

31. An information processing apparatus as claimed in claim 29, wherein, when said advertisement video image is displayed, a control program is executed so as to select whether to set a mode for displaying said broadcasting information contents or continuously displaying said advertisement video image.

32. An information processing apparatus as claimed in claim 18, said information processing apparatus comprising:

an information processing apparatus with a tuner that receives and stores said electronic information contents; and

a monitor device for reading out electronic information contents from said composite processing device according to a user's information operation, and outputting an advertisement video image and audio information after the electronic information contents have been information processed asynchronously.

33. An information processing apparatus as claimed

in claim 32, wherein said information processing apparatus comprises:

a tuner for receiving said electronic information contents;

a non-volatile storage device for storing said electronic information contents received by said tuner;

a computing unit for reproducing said advertisement video image based on the electronic information contents read out from said storage device; and

a controller operated in order to control said computing unit, wherein an advertisement video image or a program video image operated by said controller is controlled to be displayed.

34. An information processing apparatus as claimed in claim 18, said information processing apparatus comprising:

a tuner device for receiving said electronic information contents; and

a hand held terminal device mountable to said tuner device, characterized in that said hand held terminal device comprises:

a non-volatile storage device for storing at least said electronic information contents;

a computing unit for reproducing said advertisement video image based on the electronic information contents read

out from said storage device;

an operation key operated in order to control said computing unit; and

a display unit for displaying at least an advertisement video image or a program video image operated by said operation key.

35. An information processing apparatus as claimed in claim 34, wherein a non-volatile storage device is provided at said tuber device, so that said electronic information contents are stored.

36. An information processing apparatus as claimed in claim 18, characterized by said information processing apparatus comprising:

a tuber for receiving at least said electronic information contents;

a non-volatile storage device for storing the electronic information contents received by said tuner;

a data processing unit for processing said electronic information contents read out from said storage device;

an operation key to be operated in order to control said data processing unit; and

a display unit for displaying an advertisement video image or a program video image operated by said operation key, wherein a hand held terminal device is configured.

37. An information processing apparatus as claimed

in claim 36, wherein a communication modem is provided at said hand held terminal device so as to receive said electronic information contents distributed by using an existing communication infrastructure.

38. A method for providing electronic information contents containing an advertisement, and information processing electronic information contents at the user side, said method comprising:

distributing said electronic information contents to a user;

receiving and storing said distributed electronic information contents;

reading said electronic information contents according to the operation of said user; and

reproducing an advertisement video image and an audio based on said electronic information contents.

39. An electronic information content distribution processing method as claimed in claim 38, wherein video image element information and audio information concerning an advertisement whose information can be operated by said user; and program information for processing these items of information are contained in said electronic information contents.

40. An electronic information content distribution processing method as claimed in claim 38, wherein an advertisement specific channel is provided which is for

distributing only the electronic information contents concerning said advertisement.

41. An electronic information content distribution processing method as claimed in claim 40, wherein electronic information contents concerning a plurality of said advertisement are distributed by using said advertisement specific channel.

42. An electronic information content distribution processing method as claimed in claim 40, wherein a priority for displaying a number of images is set, in advance prior to another advertisement video image, in any of the electronic information contents downloaded from said advertisement specific channel.

43. An electronic information content distribution processing method as claimed in claim 42, wherein an advertisement video image in which said priority is set is displayed prior to displaying an advertisement video image in which said priority is not set.

44. An electronic information content distribution processing method as claimed in claim 42, wherein an advertisement video image in which said priority is set is displayed after terminating the displaying of an advertisement video image in which said priority is not set.

45. An electronic information content distribution processing method as claimed in claim 42, wherein, when of

an advertisement video image in which said priority is set is displayed, a control program is executed so as to select arbitrary electronic information contents from among the electronic information contents concerning a plurality of said advertisement.

46. An electronic information content distribution processing method as claimed in claim 38, wherein said electronic information contents are processed, and an advertisement video image made of a three-dimensional image is displayed.

47. An electronic information content distribution processing method as claimed in claim 38, wherein said electronic information contents are distributed by using existing broadcasting infrastructure or communication infrastructure.

48. An electronic information content distribution processing method as claimed in claim 47, wherein, in the case where said broadcasting infrastructure is used, at least broadcast information contents concerning an arbitrary program and electronic information contents concerning said advertisement are constructed in a group of data, and the data is transmitted to be multiplexed in a vertical blanking period of a television broadcast signal adopted by said broadcasting infrastructure.

49. An electronic information content distribution

processing method as claimed in claim 38, wherein, in the case where broadcast information contents concerning an arbitrary program and electronic information contents concerning said advertisement are transmitted to be multiplexed by an existing broadcasting infrastructure, an advertisement video image is displayed based on said electronic information contents prior to displaying said broadcast information contents.

50. An electronic information content distribution processing method as claimed in claim 49, wherein, when the display of said broadcast information contents is terminated, said advertisement video image is displayed.

51. An electronic information content distribution processing method as claimed in claim 49, wherein, when said advertisement video image is displayed, a control program is executed so as to select whether to set said mode for displaying said broadcast information contents or said mode for continuously displaying said advertisement video image.

52. An information distributing method, comprising the steps of:

inserting electronic information contents containing video image element information and audio information concerning an advertisement that can be operated; and program information for processing these items of information into a carrying signal; and

transmitting the carrying signal having said electronic information contents inserted thereinto.

53. An information distributing method as claimed in claim 52, wherein said electronic information contents are distributed by using an existing broadcasting infrastructure or communication infrastructure.

54. An information distributing method as claimed in claim 52, wherein said electronic information contents are transmitted to multiplied in a vertical blanking period of a television broadcast signal adopted by said broadcasting infrastructure.

55. An information distributing method as claimed in claim 54, wherein the step of inserting said electronic information contents is executed to insert the electronic information contents concerning said advertisement and broadcasting information contents concerning an arbitrary program to be constructed in a group of data.

56. An information distributing method as claimed in claim 52, wherein said electronic information contents are provided to be distributed to an user through an advertisement specific channel that has been assigned in advance, and wherein the electronic information contents are provided to be distributed using said advertisement specific channel.

57. An information processing method comprising the

steps of: receiving and storing electronic information contents containing video image element information and audio information concerning an advertisement that can be operated and program information for processing these items of information; reading out said electronic information contents according to user information operation, and outputting an advertisement video image and audio obtained after the electronic information contents have been processed.

58. An information processing method as claimed in claim 57, said information processing method further comprising the steps of:

inputting an operation

receiving said electronic information contents

storing said received electronic information contents in a non-volatile storage device;

reading out said electronic information contents from said storage device according to the inputting of operation, and information processing said electronic information contents to display and control advertisement video image

59. An information processing method as claimed in claim 58, wherein said electronic information contents distributed through an advertisement specific channel is downloaded on said storage device.

60. An information processing method as claimed in claim 58, comprising the step of: reading out electronic

information contents concerning an advertisement arbitrarily selected from the electronic information contents concerning a plurality of advertisements downloaded on said storage device, and reproducing an advertisement video image and audio based on said electronic information contents.

61. An information processing method as claimed in claim 58, comprising the step of processing said electronic information contents, and displaying and controlling an advertisement video image that consists of a three-dimensional video image.

62. An information processing method as claimed in claim 59, wherein a priority is preset to the electronic information contents downloaded from said advertisement specific channel.

63. An information processing method as claimed in claim 62, wherein an advertisement video image in which said priority is set is displayed before displaying of the advertisement video image in which said priority is not set.

64. An information processing method as claimed in claim 62, wherein an advertisement video image in which said priority is set is displayed after ending the display of the advertisement video image in which said priority is not set.

65. An information processing method as claimed in claim 62, wherein, when the advertisement video image in which said priority is set is displayed, a control program is

executed such that arbitrary electronic information contents are selected from among electronic information contents concerning a plurality of said advertisements.

66. An information processing method as claimed in claim 58, wherein, in the case where video image element information and audio information concerning an advertisement whose information can be operated; and program information for processing these items of information are contained in said electronic information contents, the electronic information contents downloaded on said storage device are read out, the video image element information and audio information are processed based on said program information, and the advertisement video image and audio is reproduced.

67. An information processing method as claimed in claim 58, wherein in the case where said electronic information contents are received from an existing broadcasting infrastructure the electronic information contents transmitted in a vertical blanking period of a television broadcast signal adopted by said broadcasting infrastructure are downloaded on said storage device.

68. An information processing method as claimed in claim 67, wherein, in the case where broadcast information contents are received from said broadcasting infrastructure, an advertisement video image is displayed based on said

electronic information contents before displaying said broadcast information contents.

69. An information processing method as claimed in claim 68, wherein, when the display of said broadcast information contents is ended, said advertisement video image is displayed.

70. An information processing method as claimed in claim 68, wherein, when said advertisement video image is displayed, a control program is executed so as to select whether to set a mode for displaying said broadcast information contents or a mode for continuously displaying said advertisement video image.

71. An information processing method as claimed in claim 57, wherein a combined processing apparatus with tuner receiving and storing said electronic information contents is provided, and electronic information contents are read out from said combined processing apparatus according to user's operation, and the advertisement video image and audio information obtained after the electronic information contents have been processed is output.

72. An information processing method as claimed in claim 57, characterized by the steps of: receiving said electronic information contents; storing said received electronic information contents in a non-volatile storage device; generating said advertisement video image based on

the electronic information read out from said storage device;
and processing said advertisement video image based on an
operation of an external controller.

73. An information processing method as claimed in
claim 57, characterized by receiving said electronic
information contents distributed by using a telephone line.